



## *Members of AIIP are Thought Leaders*

The Association of Independent Information Professionals (AIIP) is a professional association of small business owners who specialize in finding, using, and managing information.

Our members are part of an international ecosystem of independent information consultants with expertise across industries, services, and geographies. **Our members are thought leaders in their field who frequently write about, speak about, and recommend the products and services they use.** Almost all of our members have active social media accounts—and our members often use these social media channels to share stories about the work they do and the products and services they use.

Experts in their respective fields, AIIP members have written books, contributed chapters to books, written white papers for major companies, and/or are editors of journals, magazines, and serial publications.

Many of our members' publications are considered seminal works. Take a look for yourself. The following list is not all-inclusive because our members publish regularly and the list does not include the thousands of journal and magazine articles that our members have written. AIIP members' names are shown in **bold**.

### *Books*

#### **Supply Market Intelligence for Procurement Professionals: Research, Process, and Resources**

Authors: **Jeanette Jones** and Kelly Barner

ISBN: 978-1-60427-101-0

Publisher: J. Ross Publishing

This reference book provides procurement professionals with the process, practical real-world tactics, and resources needed to design and develop a supply market intelligence program.

#### **Information Professionals' Career Confidential: Straight Talk and Savvy Tips**

Author: **Ulla de Stricker**

ISBN: 9780081001905

Publisher: Elsevier (Chandos)

This book is a distillation of career advice provided through many years of professional mentoring.

**Association of Independent Information Professionals**

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[www.aiip.org](http://www.aiip.org)

## **Knowledge Management Practice in Organizations: The View from Inside**

Lead Author and Editor: **Ulla de Stricker**

ISBN: 9781466651869

Publisher: IGI Global

This book presents seven information management experts' discussions of organizational KM culture and KM related practices and tools.

## **The Reluctant Entrepreneur**

Author: **Mary Ellen Bates**

ISBN: 978-0615975955

Publisher: Niwot Press

This book is about Making a Living Doing What You Love and is written for people who are providing professional services to clients regardless whether you're a therapist, consultant, accountant, photographer, graphic designer, cat wrangler, or other professional.

## **Win/Loss Analysis: How to Capture and Keep the Business You Want**

Author: **Ellen Naylor**

ISBN: 978-0997272215

Publisher: Park Hill Press

The book details a 12-step process to set up a world class Win/Loss program, which helps companies boost Win rates and customer retention.

## **The Librarian's Skillbook: 51 Essential Career Skills for Information Professionals**

Author: **Deborah Hunt** and David Grossman

ISBN: 978-0989513319

Publisher: Information Edge

This book is written primary for information professionals and is your ticket to a new or enhanced career.

## **The Business of Editing: Effective and Efficient Ways to Think, Work, and Prosper**

Author: Richard Adin with Jack Lyon and **Ruth E. Thaler-Carter**

ISBN: 978-1-4341-0369-7

Publisher: Waking Lion Press

*The Business of Editing* discusses the roles, tools, processes, profits, career, and future of freelance editing—460 pages of solid thinking and useful advice for anyone who makes a living by working with words, whether freelance or in-house.

## **Freelancing 101: Launching Your Editorial Business**

Author: **Ruth E. Thaler-Carter**

ISBN: 978-1-880407-29-5

Publisher: Editorial Freelancers Association/lulu.com

*Launching Your Editorial Business* takes readers through establishing a successful freelance career as a writer, editor, proofreader, or other member of the communications profession.

## **Research on Main Street**

Author: **Marcy Phelps**

## *AiIP Thought Leaders*

ISBN: 978-0-910965-88-0

Publisher: CyberAge Books

You'll learn expert techniques and strategies for approaching location-specific research, including advice on how to tap local sources for in-depth information about business and economic conditions, issues, and outlooks.

## **Corporate Libraries: Basic Principles in a Changing Landscape**

Author/editor: **Constance Ard**

ISBN: 978-1783581030

Publisher: Ark Group

This book provides in-depth strategic guidance on the challenges faced by corporate libraries due to the rapidly changing technological landscape. It tackles: Why corporate libraries are being downsized in response to technology shifts; How to overcome the belief that employees can easily find the information they need themselves; and Key areas corporate librarians need to work on in order to continue enhancing the value they deliver.

## **The Guide to Online Due Diligence Investigations**

Author: **Cynthia Hetherington**

ISBN: 978-1-889150-61-1

Publisher: Facts On Demand Press

In this book, you will learn how to conduct research through online database resources and social network profiles to locate assets or fraudulent business practices.

## **Manual to Online Public Records (4th Ed.)**

Authors: Michael L Sankey and **Cynthia Hetherington**

Copy Editor: **Joann M. Wleklinski**

ISBN: 978-1889150604

Publisher: Facts On Demand Press

In the 4th edition the authors Sankey and Hetherington shed new light on the mystique of finding public records from government and private sources. The What, Where, and How of online public record access is contained herein on a nationwide basis.

## *Book chapters*

### **Succession Planning and Implementation in Libraries: Practices and Resources**

Authors/editors: Kiyomi D. Deards and Gene R. Springs

Chapter title: *Strategic Planning in Special Libraries and Information Centers*

Chapter authors: Ruan, Lian & **Sykes, Jan**

ISBN: 9781466658127

Publisher: Information Science Reference, an imprint of IGI Global, Hershey, PA

This book delves into the challenges and possibilities of a succession plan's effect on the success of library organizations.

### **Succession Planning and Implementation in Libraries: Practices and Resources**

Authors/editors: Kiyomi D. Deards and Gene R. Springs

## *AIIP Thought Leaders*

Chapter Title: *Influence and Leadership: Where will our Profession be in 25 years?*

Chapter Author: **Ulla de Stricker**

ISBN: 9781466658127

Publisher: Information Science Reference, an imprint of IGI Global, Hershey, PA

This book delves into the challenges and possibilities of a succession plan's effect on the success of library organizations.

## **Corporate Libraries: Basic Principles in a Changing Landscape**

Author/editor: Constance Ard

Chapter Title: *Knowledge workers and information professionals: Partnerships for results*

Chapter Author: **Ulla de Stricker**

ISBN: 978-1783581030

Publisher: Ark Group

This book provides in-depth strategic guidance on the challenges faced by corporate libraries due to the rapidly changing technological landscape. It tackles: Why corporate libraries are being downsized in response to technology shifts; How to overcome the belief that employees can easily find the information they need themselves; and Key areas corporate librarians need to work on in order to continue enhancing the value they deliver.

## **Corporate Libraries: Basic Principles in a Changing Landscape**

Author/editor: Constance Ard

Chapter Title: *The importance of getting the research brief right – research basics from information professionals*

Chapter Author: **Heather Carine**

ISBN: 978-1783581030

Publisher: Ark Group

This book provides in-depth strategic guidance on the challenges faced by corporate libraries due to the rapidly changing technological landscape. It tackles: Why corporate libraries are being downsized in response to technology shifts; How to overcome the belief that employees can easily find the information they need themselves; and Key areas corporate librarians need to work on in order to continue enhancing the value they deliver.

## **Knowledge Management Practice in Organizations: A View from Inside**

Book Editor/Author: Ulla de Stricker

Chapter Title: *Planning for Knowledge Management: Conducting a Knowledge Assessment*

Chapter Author: **Cynthia Shamel**

ISBN: 9781466651869

Publisher: IGI Global

In keeping with the theme of the book, the knowledge assessment chapter examines the information audit and the knowledge audit using practical examples based on actual project experience.

## **The Small Library Manager's Handbook**

Author/editor: Alice Graves

Chapter title: *How to Choose the Right ILS for Your Library*

Chapter Author: **Joy Banks**

ISBN: 9781442239876

Publisher: Rowman & Littlefield

## *AIIP Thought Leaders*

This book provides practical chapters on all aspects of everyday library operations and helps those in smaller organization do their work more efficiently and effectively.

### **Knowledge Management Practice in Organizations: A View from Inside**

Book Editor/Author: Ulla de Stricker

Chapter title: *Communities in the Workplace*

Chapter author: **Connie Crosby**

ISBN: 9781466651869

Publisher: IGI Global

Communities in a work setting—also known as communities of practice—are groups of people coming together as a consequence of work.

### **Knowledge Management Practice in Organizations: A View from Inside**

Book Editor/Author: Ulla de Stricker

Chapter title: *Getting Started with Social Media for Knowledge Management*

Chapter author: **Connie Crosby**

ISBN: 9781466651869

Publisher: IGI Global

This chapter explores how, as social media tools and platforms become more common inside organizations, KM teams need to incorporate them.

### **Knowledge Management Practice in Organizations: A View from Inside**

Book Editor/Author: Ulla de Stricker

Chapter title: *Knowledge Management on Demand: Leveraging External Consulting Expertise*

Chapter authors: **Constance Ard, Ulla de Stricker**

ISBN: 9781466651869

Publisher: IGI Global

This book delves into the challenges and possibilities of a succession plan's effect on the success of library organizations.

### **Knowledge Management Practice in Organizations: A View from Inside**

Book Editor/Author: Ulla de Stricker

Chapter title: *Summation: The Holistic Approach*

Chapter Author: **Constance Ard**

ISBN: 9781466651869

Publisher: IGI Global

This book delves into the challenges and possibilities of a succession plan's effect on the success of library organizations.

## *White papers*

### **Engaging Engineers. Establishing Best Practices for Research: A Guide for Information Professionals in the Information Industry.**

White paper author: **Jan Sykes**

Company/Vendor: ProQuest Dialog

<http://go.proquest.com/PQD-engineering-paper>

## *AIIP Thought Leaders*

This paper explores key strategies that info pros can employ to establish a closer working relationship with engineers, and tactics to support them in their search for high-quality information so they can be successful in their research.

### **The True ROI of Digital Content**

White paper author: **Mary Ellen Bates**

Company/Vendor: Dow Jones Factiva

<http://www.dowjones.com/insights/the-true-roi-of-digital-content/>

### **The Accidental Intrapreneur: Becoming the Knowledge Center CEO**

White paper author: **Mary Ellen Bates**

Company/Vendor: Dow Jones Factiva

<http://www.dowjones.com/insights/the-accidental-intrapreneur-becoming-the-knowledge-center-ceo/>

### **Moving Beyond Google: why and when to go pro**

White paper author: **Mary Ellen Bates**

Company/Vendor: ProQuest Dialog

<http://www.dowjones.com/insights/the-accidental-intrapreneur-becoming-the-knowledge-center-ceo/>

### **Leveraging eContent in STM**

White paper author: **Mary Ellen Bates**

Company/Vendor: Springer

### **From Information to Insight for Info Pros: Demonstrating your library's value to end users... and to upper management**

White paper author: **Mary Ellen Bates**

Company/Vendor: ProQuest Dialog

### **Delivery 360: Simple integration, customization and essential business intelligence to your competitive advantage**

White paper author: **Mary Ellen Bates**

Company/Vendor: Dow Jones

### **The True Value of Information: Making the Case For Value-Added Aggregators**

White paper author: **Mary Ellen Bates**

Company/Vendor: Dow Jones Factiva

## *Journals, Magazines, Serial Publications*

### **Online Searcher: Information Discovery, Technology, Strategies**

Editor-in-Chief: **Marydee Ojala**

Senior Editor: Barbara Quint

Publisher: Information Today, Inc.

ISSN: 2324-9684

<http://www.infotoday.com/OnlineSearcher/>

## *AIIP Thought Leaders*

*Online Searcher* is the definitive voice for information professionals engaged with the online search world, providing information and insights on managing online research projects, conducting successful searches, evaluating new technologies, assessing the value of new resources, strategizing to provide excellence in information services, warning of potential pitfalls, and delivering data in multiple media and formats.

### **Prospect Research Review**

Editor: **Margaret King**

Copy Editor: **Joann M. Wleklinski**

Publisher: InfoRich Group, Inc.

ISBN: 2376-3396

<http://www.prospectresearchreview.com/>

Supporting the researcher's ongoing quest for information, *Prospect Research Review's* product reviews are in-depth, comprehensive, and unbiased; they highlight the benefits, advantages, or drawbacks of the product's features. *Prospect Research Review* is the only publication that reviews and highlights the products prospect researchers use.

### **Data2know.com Internet & Online Intelligence Newsletter**

Editor: **Cynthia Hetherington**

Copy Editor: **Joann M. Wleklinski**

Publisher: Hetherington Group

ISBN: 1930-5060 (online) and 1930-5052 (print)

<http://www.hetheringtongroup.com/d2k.shtml>

Learn how to maximize your online investigations with shortcuts, tips, tricks, better investigative tools, and advanced research techniques for all skill levels.

The criteria for inclusion in this publication are as follows:

- Authors must be a current AIIP member.
- Books, Chapters, Serial Publications, White Papers must have been published on or after January 1, 2011.
- Books must have an ISBN.
- Serial publications must have an ISSN.
- White papers must have been written for another company/vendor.